

FALL AND WINTER 1946-47

Sears, Roebuck and Co.

CHICAGO 7, ILLINOIS

SATISFACTION GUARANTEED OR YOUR MONEY BACK



This coat sold on page 39

Notice to consumers: No price for any article listed or described herein exceeds the ceiling price for that article as determined under the wartime maximum price regulation issued by the Office of Price Administration. As required by that office, we will, upon request, furnish you with a statement of our maximum prices on any of the commodities listed above, which you require. Sears, Roebuck and Co.

color on color . .

that's the newest slant on the
suit-plus-coat fashion.

Wonderful together, but once
apart there is no end to their
wardrobe spicing possibilities.

In soft-finish virgin wool
with rich, smooth weave . .
the skillful tailoring that
distinguishes all Kerrybrookes.

\$35.00 for coat or suit

A boy coat, superbly classic from shoulders to open vent back, slips over a shapely cardigan suit. Skirt, cut for good line, has TALON zipper. Coat and jacket rayon lined, coat interlined. Sizes: 10, 12, 14, 16, 18, 20 size scales on page 11. Please state size. Shop wt. coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz.

Royal Coat, Suit Companions

- 17G5099-Royal (art blue) coat 35.00
- 17G5100-Medium grey suit 35.00
- 17G5102-Royal red suit 35.00

Brown and Green Ensemble

- 17G5103-Medium brown coat 35.00
- 17G5104-Medium green suit 35.00

\$5.00 monthly on Sears Easy Terms,
see inside back cover for details.

Catalog numbers marked # are shipped from
Philadelphia or Kansas City. Order and pay out-
age only from Sears nearest your home.

Kerrybrooke
FASHIONS

dark vs. light . .

black for the coat,
daylight color for the suit, with
each taking on fashion's
newest details to make their
separate lives more interesting.
It's smart style. It's lovely
soft-finish virgin wool.
And best of all,
it's Kerrybrooke labeled,
a symbol of quality.

\$35.00 for coat or suit

Flange shoulders and big buttons on a neat and easy coat. Suit with important new neck-buttoning and string-tied mid-dle. TALON zipper skirt. Coat and jacket rayon lined, coat interlined. Sizes: 10, 12, 14, 16, 18, 20, size scales on page 11. State size. Shipping weight, coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz.
#17 G 5105—Black coat 35.00
#17 G 5106—Rasy red suit 35.00
#17 G 5107—Royal (brt. blue) suit 35.00
#17 G 5108—Medium gray suit. 35.00
\$5.00 monthly on Sears Easy Terms,
see inside back cover for details.

Catalog numbers marked # are shipped from Philadelphia or Kansas City. Order and pay post-age only from Sears nearest mail order house.

Kerrybrooke
FASHIONS





Venetian Covert . .

a famous brand fabric, the one and only soft-draping wool that could do justice to these glove-stitched match-ups. Simple and simply beautiful, they are the perfect examples of what our Kerrybrooke label stands for . . precise quality, choice craftsmanship and immense value

\$29.50* for suit or suit

Neat and easy coat with open vent back. Coat and jacket, rayon lined, coat is interlined. New pointy flap pockets on jacket. Twice-pleated skirt has TACON zipper. Sizes 10, 12, 14, 16, 18, 20, size scales on page 11. State size. Shpg. wt. coat 4 lbs., suit 3 lbs. 8 oz.

†17 G 5116M—Med. brown suit . . 29.50

†17 G 5117M—Med. brown coat . . 29.50*

†17 G 5118M—Med. blue suit . . 29.50

†17 G 5119M—Med. blue coat . . 29.50

†17 G 5120M—Med. green suit . . 29.50

†17 G 5121M—Med. green coat . . 29.50

\$5.00 monthly on Sears Easy Terms, see inside back cover for details.

The Swagger hat . . Wool felt in black, navy blue, dark brown, grey. Fits 21½-22½ inch headsize. Measure, state color. Shipped from Chicago or Philadelphia. 78 G 6665—Shipping weight 1 lb. . \$2.98

Catalog numbers marked † are shipped from Philadelphia or Kansas City. Order and pay postage only from Sears nearest mail order house.

Kerrybrooke
TADGONS

THE RIGHT WAY TO SAY
FASHION



Checks

for everything but the skirt
which does a complete blackout.
It's fashion's newest way
of doing match-ups.
Pretty because of
its good-taste contrast . . .
practical because a dark skirt
is so useful in any wardrobe.
In a pure, shape-holding wool,
tailored to Kerrybrooke's
high standard of quality

\$24.98 for coat or suit

Black rayon braid calls attention to the jacket's stunning new silhouette. Front-pleated skirt with TALON zipper. Boy coat with gentle swing, open vent back. Coat and jacket rayon lined, coat is interlined. Sizes 10, 12, 14, 16, 18, 20, size scales, page 11. State size. Shpg. wt. coat, 3 lbs. 10 oz.; suit, 3 lbs. 6 oz.
#17G5122M—Black and white suit 24.98
#17G5123M—Black and white coat 24.98
\$5.00 monthly on Easy Terms, see inside back cover for details. Be the first with the new fashion. Buy now
Hat—78 G 6000. Order from page 163

Catalog numbers marked # are shipped from Philadelphia or Kansas City. Order and pay postage only from Sears nearest mail order house.

Kerrybrooke
FASHIONS

THE RIGHT WAY TO SAY
FASHION

CLASSIC MATCH-UPS...

Sears famous specialties.

Style at its simplest. Tailoring

at its cleanest. Fabrics with

the stamina for year-to-year wear

\$19.98 and \$14.98 coat or suit

A ALL-OUT-COLOR for the costume complete. Your pet collars, flap pockets and a skirt that's pleated front and back. Vent-pleated coat is rayon lined, warmly interlined. Jacket rayon lined. *Sizes: 10, 12, 14, 16, 18, 20; see size scales on page 11. Please state size.* Shpg. wt., coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.

Our Best Quality domestic Shetland-type all new wool

†17 G 5124M—Medium blue suit.....	19.98
†17 G 5127M—Medium blue coat.....	19.98
†17 G 5128M—Medium brown suit.....	19.98
†17 G 5129M—Medium brown coat.....	19.98
†17 G 5130M—Medium green suit.....	19.98
†17 G 5131M—Medium green coat.....	19.98

Good Quality domestic Shetland-type wool (60% new wool, 40% reprocessed wool).

†17 G 5132M—Medium blue suit.....	14.98
†17 G 5133M—Medium blue coat.....	14.98
†17 G 5134M—Medium brown suit.....	14.98
†17 G 5135M—Medium brown coat.....	14.98
†17 G 5136M—Medium green suit.....	14.98
†17 G 5137M—Medium green coat.....	14.98

\$16.98 coat or suit

B CHALK STRIPES in smooth finish, all wool flannel are used in wise ways to bring out the best lines of notch-collared match-ups. Vent-pleated coat is rayon lined, warmly interlined. Jacket rayon lined. Superbly cut skirt is deeply pleated front and back. *Sizes: 10, 12, 14, 16, 18, 20; scales, page 11. State size.* Shipping weight, coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.

†17 G 5138M—Gray-and-white stripe suit.....	16.98
†17 G 5139M—Gray-and-white stripe coat.....	16.98

\$16.98 coat or suit

C CREEKS, the neatest of them, in pure wool, for the balmacran coat and 5-button suit. Rayon braid meets in V's to show off shoulders on rayon lined jacket (see small view). Skirt is sleek over hips, has kick pleat front. Coat, rayon lined, interlined. *Sizes: 10, 12, 14, 16, 18, 20; size scales on page 11. Please state size.* Shpg. wt., coat, 3 lbs. 8 oz.; suit, 3 lbs. 4 oz.

†17 G 5140M—Black-and-white suit.....	16.98
†17 G 5141M—Black-and-white coat.....	16.98
†17 G 5142M—Brown-and-white suit.....	16.98
†17 G 5143M—Brown-and-white coat.....	16.98

Numbers marked † shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy fashion at its freshest... right now! For Sears Easy Terms, see inside back cover.





B

C





THE BIG-CITY LOOK...

best dressed women have it...

leading fashion magazines feature it.

It's yours, in these big city suits that

are soft and figure defining...

with quality touches worthy of our

famous Kerrybrooke label

\$29.98 cash, \$5 monthly on Easy Terms

A GARABDINE, a silky fine-grained all wool loomed by the famous Walther mills, goes into the suit with the sleek stitched waistline. Jacket rayon lined. Slim-hipped skirt with crisp front pleat has TALON zipper. Sizes 10, 12, 14, 16, 18, 20; size scale on page 11. State size. Shpg. wt. 3 lbs. 2 oz.

#17 G 5146-Medium green..... 29.98
#17 G 5147-Medium blue..... 29.98
#17 G 5148-Medium brown..... 29.98

\$24.98 cash, \$5 monthly on Easy Terms

B DIAGONAL-WEAVE WOOL beautifully worked into the suit with the far-reaching sleeves, shoulders accented with contrasting colored inserts. Jacket rayon lined. Gored skirt is smartly slit at hem, has TALON zipper. Sizes 10, 12, 14, 16, 18, 20; scale, page 11. State size. Shpg. wt. 3 lbs. 5 oz.

#17 G 5149-Beige with brown inserts..... 24.98
#17 G 5150-Medium brown with beige inserts..... 24.98
#17 G 5151-Black with rosy red inserts..... 24.98

\$26.98 cash, \$5 monthly on Easy Terms

C WOOL CREPE, rich-textured and drussy, is the ideal fabric for the suit with clever buttoned flaps dropped from its well-set shoulders. Jacket rayon lined. Gored skirt with neat front pleat has sleek TALON zipper. Sizes 10, 12, 14, 16, 18, 20; scale on page 11. Please state size. Shpg. wt. 3 lbs. 2 oz.

#17 G 5152-Dark brown..... 26.98
#17 G 5154-Medium green..... 26.98
#17 G 5155-Medium grey..... 26.98
#17 G 5156-Black..... 26.98

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. These stunning suits are available on Sears Easy Terms... see inside back cover for complete details.



A



B



C



\$26.98 cash, \$5 monthly, Easy Terms

GRAY FLANNEL, a smooth-textured pure wool, for the exciting new suit with buttons marching two by two. Rayon lined jacket is superbly fitted with flap pockets placed just so at hips. Skirt is newly slim, has fashionable fly front detail. *Sizes 10, 12, 14, 16, 18, 20; scale on opposite page. Please state size. Shipping wt. 3 lbs. 2 oz.*
 ♦17 G 5158—Gray flannel.....26.98



\$19.98 cash, \$5 monthly, Easy Terms

THE YOKED SUIT in all wool crepe has wonderful shoulders, belts its gathered waistline for the new look. Rayon lined jacket. Slimming fly front skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size. Shipping weight 3 pounds.*
 ♦17 G 5160—Gold ♦17 G 5162—Med. blue
 ♦17 G 5161—Med. brown ♦17 G 5163—Black
 Each.....19.98



\$19.98 cash, \$5 monthly, Easy Terms

TIE-IN-TIGHT SUIT in fine-textured all wool crepe yokes its shoulders in clever scallops. Rayon lined jacket. Pleats to the side on a slim-hipped skirt. *Sizes 10, 12, 14, 16, 18, 20; scale, opposite page. State size. Shpg. wt. 3 lbs. 4 oz.*
 ♦17 G 5165—Royal (bright blue)
 ♦17 G 5164—Rosy red ♦17 G 5168—Med. brown
 ♦17 G 5167—Med. green Each.....19.98



\$14.98

BELTED SUIT in domestic Shetland-type wool (60% new wool, 40% reprocessed wool) has 2 real pockets, 2 that pretend. Rayon lined jacket. Skirt pleated deeply in front. Sizes 10, 12, 14, 16, 18, 20. State size. Ship. wt. 3 lbs. 4 oz.
 ♦ 7G5170—Med. green ♦ 7G5171—Med. brown
 ♦ 7G5172—Rosy red ♦ 7G5173—Med. blue
 Each 4.98

\$16.98

BILLOW-SLEEVE SUIT comes in a pure wool flannel that's smartly double-striped. Long shaped jacket with wonderful shoulders is rayon lined. Sleek gored skirt completes a perfect silhouette. Sizes 10, 12, 14, 16, 18, 20. State size. Ship. wt. 3 lbs. 4 oz.
 ♦ 7G5174—Gray background with black and white stripe. 16.98

Numbers marked ♦ shipped from Philadelphia or Kansas City. Order by mail.

SUIT VARIETY...

one exciting new style
 after another in the
 rich fine woolens
 that take to
 color beautifully.
 Made the Sears way
 which means excellent
 fit and drape...
 and devoted attention
 to every detail

Size Scale for Misses' Suits

Order size:	10	12	14	16	18	20
waist	34	35	36 1/2	38	39 1/2	41 in.
waist	24	25 1/4	27	28 1/4	30	32 in.
waist	31	32 1/4	34	35 1/4	37	39 in.
skirt length	25	25	25 1/2	25 1/2	26	26 in.

Size Scale for Misses' Coats

Order size:	10	12	14	16	18	20	22
hips are	34	35	36 1/4	38	39 1/4	41	43 in.
length	31	32 1/4	34	35 1/4	37	39	41 in.

Close hanging coats state true body measurements when making. Do not make allowances even for 1/2 inch variation from state body. If no need not be measured.

Quality pays in durability... buy the best. Easy Terms are available if your order totals \$10 or more... see inside back cover for Sears Easy Payment Plan.

JUNIORS

we size you up fast

You're the girls in the

slick new suits

You're the girls working

them overtime

coats topping everything

jackets agreeing with

slacks, skirts soloing with

sweaters That is why

each piece is tailored

with care and cut to your

special figure proportions

Size Scale for Junior Suits, Coats

Order size	9	11	13	15	17
If hips are	33	34 1/2	36	37 1/2	39
If waist is	23 1/2	24 1/2	26	27 1/2	29
If bust is	30 1/2	32	33	35	36 1/2
Skirt length					
Below band	22 1/2	23	23	23	23
Coat length	39 1/2	40 1/2	41	41 1/2	42

Catalog numbers marked # shipped from Philadelphia or Kansas City Order pay postage from Sears nearest mail order house. Easy Terms are available - see inside back cover for complete details.



\$19.98 cash, \$4 monthly on Easy Terms

A PERFECT MATCH in smart gray all wool flannel. Black rayon band perks things up on a new cuffed topper and cutaway suit. Buttons are fit up with silver-color nailheads. Topper is rayon lined, warmly interlined. Jacket, rayon lined, stunning goared skirt with the new fly front. *Sizes 9, 11, 13, 15, 17 see size scale at left. Please state size.* Shipping weight coat 3 lbs. 5 oz., suit 3 lbs. 2 oz.
 # 17 G 5174M-Gray flannel suit .. 19 98
 # 17 G 5179M-Gray flannel coat .. 19 98

\$14.98 coat or suit

TEAM MATES in domestic Shetland-type wool (60% new wool, 40% reprocessed wool). A boy coat, rayon lined and interlined, tops a smartly yoked and belted suit. Jacket is rayon lined. *Sizes 9, 11, 13, 15, 17, see size scale at left. Shipping weight coat 3 lbs. 10 oz., suit 3 lbs. 6 oz.*
 # 17 G 5180M-Medium brown suit .. 14 98
 # 17 G 5181M-Medium brown coat .. 14 98
 # 17 G 5182M-Medium blue suit .. 14 98
 # 17 G 5183M-Medium blue coat .. 14 98
 # 17 G 5184M-Medium green suit .. 14 98
 # 17 G 5185M-Medium green coat .. 14 98



\$6.98

\$26.98

\$12.98

THE NEW SUIT is a new style with a wide belt and a matching skirt. It is made of a new material and is very comfortable to wear. It is a very stylish and modern suit. It is a very good value for the money. It is a very good choice for a woman who wants a new suit. It is a very good choice for a woman who wants a new suit. It is a very good choice for a woman who wants a new suit.

THE NEW SUIT is a new style with a wide belt and a matching skirt. It is made of a new material and is very comfortable to wear. It is a very stylish and modern suit. It is a very good value for the money. It is a very good choice for a woman who wants a new suit. It is a very good choice for a woman who wants a new suit. It is a very good choice for a woman who wants a new suit.

THE NOTCH-NECKED SUIT is lovely domestic Shetland-type wool (60% new wool, 40% reprocessed wool). Figure following rayon lined jacket, twice pleated skirt. Sizes 9, 11, 13, 15, 17. See opposite page. State size. Ship wt. 3 lbs.

7 G 5195	Medium brown	12.98
7 G 5196	Medium blue	12.98
7 G 5197	Gold	12.98
7 G 5198	Medium green	12.98

new
lined
suits
left
6.98
4.98
4.98
4.98
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4.98
4.98

WOMEN .

fashion never steps
aside for size at
Sears. These stunning
match-ups and suits
prove it.

They have the same
exciting new
touches you see in
our Misses' offerings.

It's just a matter of
knowing cut and wise
selection of detail

Women's Suit and Coat Size Scale

Size	34	36	38	40	42	44
Hip pt.	32 1/2	40 1/2	42 1/2	44 1/2	46 1/2	48 1/2
Waist	30	32	34	36	38	40
H bust	36	38	40	42	44	46
Sleeve length	24	24	24 1/2	24 1/2	27	27
Full						
Cad length	43	43 1/2	44	44 1/2	45	45 1/2

Loose-fitting coats run about 1 inch short
Do not measure hips for body coats

Catalog numbers marked & shipped from Philadelphia or Kansas City Order, pay postage from Sears nearest mail order house. All suits and coats are available on Sears Easy Terms . . . see inside back cover for complete details.

Call 800 **\$26.98** cont. \$5 monthly
on Easy Terms

Good Quality \$16.98

\$16.98

CLASSIC MATCH-UPS in choice woolsens. A well-cut coat, rayon lined and warmly interfused, has deep armholes, a back vent pleat, plenty of precise seaming. Suit twin has shapely rayon lined jacket, skirt pleated front and back. Sizes 34, 36, 38, 40, 42, 44. State size. Shipping weight coat 4 lbs., suit 3 lbs. 10 oz.

Our Best Domestic Shetland-type Wool		Our Good Domestic Shetland-type Wool	
#17 G 5200M-Med. brown suit	24 98	#17 G 5206M-Med. brown suit	18 98
#17 G 5201M-Med. brown coat	24 98	#17 G 5207M-Med. brown coat	16 98
#17 G 5202M-Med. blue suit	26 98	#17 G 5208M-Med. blue suit	16 98
#17 G 5203M-Med. blue coat	26 98	#17 G 5209M-Med. blue coat	6 98
#17 G 5204M-Black suit	26 98	#17 G 5210M-Med. green suit	6 98
#17 G 5205M-Black coat	26 98	#17 G 5211M-Med. green coat	6 98

(HALL STRIPE MATCH CO'S) heath
swimming in soft textured all wool flax
Peaked lapel coat rayon lined and
tailored with vent pleat back deep
roomy armholes. Tops a suit that
waist may or link button jacket
rayon lined. Skirt a pleated front and
Size 34, 36, 38, 40, 42, 44. Size 36
pink weight coat 3 lbs. 10 oz. suit 3 lbs.



\$ 8 98 cash, \$5 monthly on Easy Terms

THE LINK-BUTTON SUIT strictly tailored in fine all wool worsted. Faint white hairline stripe worked in shimmering line. Wingspread lapels and not pockets in a rayon lined jacket. Skirt is pleated front and back, neatly side closed. Sizes 34 36 38 40 42 44 size waist in opposite page. Price for the shipping weight 3 lbs. 8 oz.
 # 17 G 5215 Navy blue 8 98
 # 17 G 5216 Black 8 98

\$16 98

THE YOUNG CARMER SUIT fashioned in a rich textured all wool crepe. A smartly contrasting yoke. Customers for new smooth lines, backs its waist for sleekness. Rayon lined skirt is pleated front and back. Sizes 34 36 38 40 42 44 size waist in opposite page. Shipping wt. 3 lbs. 2 oz.
 # 17 G 5217 Black # 17 G 5220 Medium gray
 # 17 G 5218 Navy blue
 # 17 G 5219 Navy light blue Each 16 98

\$26 98 cash, \$5 monthly on Easy Terms

THE SOFT DRESSY SUIT comes in a fine all wool crepe, outlines a handsome rayon lined jacket in rich rayon braid. The skirt fits over hips sleekly. Is pleated front and back. Sizes 34 36 38 40 42 44 size waist in opposite page. Shipping wt. 5 lbs. 6 oz.
 # 17 G 5221 Black 26 98
 # 17 G 5222 Medium green 26 98
 # 17 G 5223 Medium navy 26 98
 # 17 G 5224 Navy blue 26 98

Numbers marked # shipped in 14 day delivery in Kansas City. Order plus postage will be sent to your mail order house.

ALL PAGE 15 SUITS

ripple-fold fur collar

adds a luxury touch to the
twin-buttoned coat with shapely
waistline, new fuller sleeves
and a skirtful of gores
Impressively tailored in a warm
deep-down suede-soft wool
with a choice of 2 fashionable
furs for the collar. Lined with
lovely rayon, and warmly interlined

\$59.50 plus tax

Tax \$11.90 total cash price \$71.40
\$5.00 monthly, Sears convenient Easy Terms

With Silver blue-dyed Russian Squirrel
Collar, lush, silky a smart new shade
Sizes 10, 12, 14, 16, 18, 20, scale, page
24. State size Shpg wt ea 4 lbs 14 oz

17G3522E-Black

17G3523E-Dark brown

17G3524E-Winter white (light gray)

17G3525E-Medium blue Each \$9.50

Plus 20% Fed. Excise Tax. 11.90

Total cash price..... 71.40

\$45.00 cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaverdyed Coney Collar, a deep
rich dark brown Sizes 10, 12, 14, 16, 18,
20, scale, page 24. State size Shipping
weight each 4 pounds 14 ounces

17G3526-Black

17G3527-Dark brown

17G3528-Winter white (light gray)

17G3529-Med blue, Ea cash 45.00

Kerrybrooke
FASHIONS

Catalog numbers started with # are shipped
from Philadelphia. Order and pay postage only
from Sears nearest mail order house.



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and tautly tied through the
waistline . . . that's the
coat making fashion history
this year. New full-above
full-below feeling achieved
through deep armholes, artful
gathers, and swingy fur-
hemmed skirt panels. In rich,
suede-salt pure wool coating
nicely rayon lined and interlined

***19.98** cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaver-dyed Mouton Lamb Trimming, a hardy fur with silky radiant texture. Sizes 10, 12, 14, 16, 18, 20, see size scale on page 24. Please state size. Shipping weight each 5 pounds.

#17G3530-Black

#17G3531-Dark brown

#17G3532-Royal (bright blue)

#17G3533-Med. green Ea. cash 49.98

***39.98** cash

\$5.00 monthly, Sears convenient Easy Terms

With Beaver-dyed Coney Trimming, long-wearing densely furred skin. Sizes 10, 12, 14, 16, 18, 20, size scale page 24. State size. Ship. wt. ea. 5 lbs.

#17G3534-Black

#17G3535-Dark brown

#17G3536-Royal (bright blue)

#17G3537-Med. green Ea. cash 39.98

Kerrybrooke
FASHIONS

Catalog numbers marked with # are shipped from Philadelphia. Order and pay postage only from Sears nearest mail order house. For Sears Easy Terms see inside back cover for complete details.





the belted look

is the newest look in dressy coats. You get it in this standard Kerrybrooke that closes with waisting ties instead of buttons. accents for flaring shoulders and deep armholes. Fashion extras: plenty of rich rayon braid, slanted pockets and ornamental buttons. In suede soft or wool with marvelous texture.

\$37.50 up

\$5.00 monthly (4 weeks Easy Pay)
See page 18 for shipping information

Tapering flange, close-clinging neck line and a pair of pockets, all beautifully tailored. Matching braid. Rayon lining, warm interlining. Sizes 10, 12, 14, 16, 18, 20. See also on page 24. State size. Shipping weight 3 pounds.
#17 G 3538-Bigoli 37.50
#17 G 3539-Dark brown 37.50
#17 G 3540-Royal bright blue 37.50
#17 G 3541-Medium green 37.50

Shipping and handling charges extra. Freight collect. Cash on delivery. Delivery outside U.S. and possessions extra. Delivery outside U.S. and possessions extra.

Kerrybrooke
FASHIONS

1 EIGHT WAY CAY
ASHKEN IN COA S



the town coat

enriched with wide paths of
glossy rayon braid is smartly
uncollared has sleeves
ballooning out from under
clever cape shoulders
All definitely this season
touches In a pure suede-
soft all wool with the
careful Kerrybrooke
tailoring that only a master
coat maker can produce

\$37.50 cash

\$3.00 monthly on Sears Easy Terms

See page 24 for details or complete information

Sleekly tucked and twin-buttoned at the
waistline, a slightly swirled skirt be-
low. Harmonizing braid. Rayon lined,
warmly interlined. Sizes 10, 12, 14, 16,
18, 20 see size scale on page 24
State size. Shipping weight 5 pounds

#17 G 3542-Black 37 50
#17 G 3543-Navy blue 37 50
#17 G 3544-Dark brown 37 50
#17 G 3545-Winter white/light gray 37 50

Catalog numbers marked # are shipped from
Philadelphia or Kansas City. Order and pay post-
age only from Sears nearest you order house

Kerrybrooke
FASHIONS

THE RIGHT WAY TO SEAR
FASHION IN COATS

Kerrybrooke
FASHIONS

KNIT BACK FLEECE

loomed and wear-tested by the famous WARREN mills is soft and warm because it has a pure wool face, cotton back, its close-threaded weave defies wind. Wonderful fabric for our famous overcoats with wide armholes, this year's softer detailing. All fully rayon lined, interlined

\$23.75 each coat
\$3 monthly on Easy Terms

A THE GREATCOAT, its fullness smartly caught in by a belt. New wide-flung rever collar, broad shoulders and a quartet of jeweled buttons. Knit Back Fleece with an all wool face and cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; size scale on page 24. *State size.* Shpg. wt. 5 lbs. 14 oz. #17 G 3346-Dark brown #17 G 3347-Medium gray #17 G 3348-Medium blue #17 G 3349-Black
Each 23.75

B WHITESTITCHED BOYCOAT, its fine tailoring showing up in precise welt seaming, huge pockets, back vent point. Knit Back Fleece; all wool face, cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; scale, page 24. *State size.* Shpg. wt. 5 lbs. 10 oz. #17 G 3350-Dark brown #17 G 3351-Medium gray #17 G 3352-Medium blue #17 G 3353-Lt. soft green
Each 23.75

C THE BALMACAN go-with-everything coat smartly rings its hemline with railroad stitching. Convertible smartly convertible, armholes deep enough for suits. Knit Back Fleece with an all wool face and cotton back (55% face, 45% back). Sizes 10, 12, 14, 16, 18, 20; size scale, page 24. *State size.* Shpg. wt. 5 lbs. 10 oz. #17 G 3354-Dark brown #17 G 3355-Medium gray #17 G 3356-Medium blue #17 G 3357-Black
Each 23.75

Catalog numbers marked # shipped from Philadelphia. Order and pay postage from Sears nearest mail order house. Easy Terms available, see inside back cover





SUEDE-SOFT WOOLS, 100% pure
 flow like honey into the
 neat and easy lines of these
 smart all-purpose coats. Shoulders
 curve, armholes deepen, seams
 mould softly in the newest fashion

\$24.98 AND \$16.98

\$5.00 monthly on Sears Easy Terms

A THE HEAVY COAT, a new style with a collar of rayon velvet. Arrow stitched pockets, inverted pleat back. Rayon lined, warmly interlined. Sizes 10, 12, 14, 16, 18, 20. See scale, page 24. *State size*. Shipping weight each 4 lbs. 12 oz.

Our Best Quality suede-soft all wool

17 G 3558-Black	24 98
17 G 3559-Dark brown	24 98
17 G 3560-Winter white (light gray)	24 98
17 G 3561-Royal (bright blue)	24 98
17 G 3562-Medium green	24 98

Our Good Quality suede-soft all wool

17 G 3563-Black	16 98
17 G 3564-Dark brown	16 98
17 G 3565-Royal (bright blue)	16 98
17 G 3566-Medium green	16 98

B THE GLITTER-SILKED COAT, a big-news fashion. Softly deeply draped, has new wing armholes. Rayon lined, warmly interlined. Sizes 10, 12, 14, 16, 18, 20. See scale, page 24. *State size*. Shipping weight each 4 lbs. 14 oz.

Our Best Quality suede-soft all wool

17 G 3568-Black	24 98
17 G 3569-Dark brown	24 98
17 G 3570-Winter white (light gray)	24 98
17 G 3571-Royal (bright blue)	24 98
17 G 3572-Wine red	24 98

Our Good Quality suede-soft all wool

17 G 3573-Black	16 98
17 G 3574-Dark brown	16 98
17 G 3575-Wine red	16 98
17 G 3576-Medium green	16 98

C THE COZY COAT, lavished with rayon velvet touches has the new belted look, new neck buttoning. Rayon lined, warmly interlined. Sizes 10, 12, 14, 16, 18, 20. See scale on page 24. *State size*. Shipping weight each 4 lbs. 14 oz.

Our Best Quality suede-soft all wool

17 G 3578-Black	24 98
17 G 3579-Dark brown	24 98
17 G 3580-Winter white (light gray)	24 98
17 G 3581-Royal (bright blue)	24 98
17 G 3582-Wine red	24 98

Our Good Quality suede-soft all wool

17 G 3584-Black	16 98
17 G 3585-Dark brown	16 98
17 G 3586-Royal (bright blue)	16 98
17 G 3587-Medium green	16 98

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C

DRESSED-UP Winter Coats

in soft-touch woollens
cut generously, cut
into coats with the
newest sleeve and collar
treatments . . . waistlines
smartly belted, buttoned
or left alone. All
important fashions at
Sears typically low prices

\$22.98 AND \$29.98 each

See page 24 for details

Size Scale for Misses' Coats

Buy the famous size. Order regular size and a larger size. Measure over your hips. Buy the size that fits you best. Buy the size that fits you best. Buy the size that fits you best.

Order size	0	2	4	6	8	10
Height	34	35	36	38	39	40
Waist	24	25	26	28	30	32
Hips	34	35	36	38	39	40
Coat length	44	44	42	42	43	43

Measure in inches. Round up to nearest inch. Buy the size that fits you best.

Why not get a complete wardrobe at Sears? Easy Terms are available if you order total \$10 or more. See our inside back cover for complete details of this way to buy.

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order pay postage from Sears nearest mail order house.

THE BOLERO-EFFECT COAT has fashionable shoulder into-sleeve treatment. Belts its waist hard and fast. Rayon lined; interlined. Sizes 10, 12, 14, 16, 18, 20; size scale at left. *Style 1.* Shipping weight ea. 4 lbs. 12 oz.

Our Best Quality in a rich suede-soft all wool

- # 17 G 3640-Black
- # 17 G 3641-Dark brown
- # 17 G 3642-Wine red
- # 17 G 3643-Winter white (light gray) Each. 29 98

Our Fine Quality in a nice soft-draping all wool

- # 17 G 3588-Black
- # 17 G 3589-Dark brown
- # 17 G 3590-Wine red
- # 17 G 3591-Winter white (light gray). Each. 22 98

THE TWIN-BUTTON COAT slants smart folds to show off new wide-winged sleeves. Neatly tailored. Rayon lined, warmly interlined. Sizes 10, 12, 14, 16, 18, 20; size scale at left. *Style 2.* Shipping weight each 4 pounds 10 oz.

Our Best Quality in a rich suede-soft all wool

- # 17 G 3644-Royal blue
- # 17 G 3645-Dark brown
- # 17 G 3647-Med. green
- # 17 G 3648-Winter white (light gray). Each. 29 98

Our Fine Quality in a nice soft-draping all wool

- # 17 G 3592-Royal blue
- # 17 G 3593-Dark brown
- # 17 G 3595-Med. green
- # 17 G 3596-Winter white (light gray). Each. 22 98

THE GLITTER wool belts it shown or in waist, interlined \$ 7 G 3596 7 G 3597 17 G 3598 7 G 3599



THE GLITTER BELT COAT In rich suede-soft wool belia its sleeves smartly wear them as shown or in new push-up fashion. Tucked at waist inverted pleat in back. Rayon lined interlined. Sizes 10, 12, 14, 16, 18, 20 size scale opposite page. State size. Ship. wt. 4 lbs. 12 oz.

# 7 G 3594-Black	22 98
# 7 G 3597-Dark brown	22 98
# 17 G 3598-Medium green	22 98
# 17 G 3599-Medium blue	22 98

THE TIE-IN TIGHT COAT In velvety suede soft all wool has fashion's new neck buttoning. Drops two smart flaps from well-set shoulder. Nicely tailored and finished with rayon lining. Warm interlined. Sizes 10, 12, 14, 16, 18, 20 size scale opposite page. State size. Ship. wt. each 4 lbs. 12 oz.

# 7 G 3600-Winter white night gray	22 98
# 17 G 3601-Dark brown	22 98
# 17 G 3602-Medium green	22 98
# 17 G 3603-Royal blue	22 98

THE TIMELESS BOY COAT A precisely tailored in rich suede soft wool, shapes its lapels into hearts, has vent pleat back. Full cut for over suit wear. Rayon lined, warmly interlined. Size 10, 12, 14, 16, 18, 20 size scale, opposite page. State size. Shipping weight each 4 lbs. 12 oz.

# 17 G 3604-Black	22 98
# 7 G 3605-Dark brown	22 98
# 17 G 3606-Winter white night gray	22 98
# 17 G 3607-Medium blue	22 98

Numbers marked # chapters 1-100. State size. Ship. wt. 4 lbs. 12 oz.

at PAGE 25 COATS

SHORTCOATS

we salute you. We
believed in you for years
and now you're the biggest
news in fashion. Fresh
completely young . . . see
everywhere over every
thing. Fur-laden or buttoned
belted or swinging free.
Sears, as usual, has
all of the smash hit styles.

When we designed this superb collection, we didn't settle for smart style alone. We insisted upon fine making too. For these are coats you sling over everything you own. They have to stand up under day-to-day wear. Result: they are done in back a real way. Their trimmings are not only lovely to look at but practical. Stitching is clean, seams are precise, linings and interlinings carefully sewn for good fit, good hang. And add to these desirable features Sears low prices.

Buy the best - buy better quality. The Sears Easy Payment way. Budget your winter expense and pay over many months. See inside back cover for complete detail.

Catalog numbers marked with a * are shipped from Philadelphia. * Kansas City. Order and pay postage only from your nearest mail order house.



\$45.00 cash, \$5 monthly on Easy Terms

THE CARIBBEAN shortcoat is all wool with washbuckling cuffs and neck-button of lovely heaver-dyed mouton lamb. Yoke accents smoothed shoulders, winged armholes. Waistline deeply tucked. Inverted back pleat. Rayon lined, interlined. 36 inches long. Sizes 10, 12, 14, 16, 18, 20; scale page 24. Ship. wt. ea. 4 lbs. 14 oz.

* 17 G 3608-Black	45.00
* 17 G 3609-Medium green	45.00
* 7 G 360 R val. of 25th size	45.00
* 17 G 3611-Winter white (light gray)	45.00

\$49.98 cash, \$5 monthly on Easy Terms

THE TUNEDO SHORTCOAT in suede-soft all wool has wide-sweep sleeves, a belt that nips an all-around tucked waistline. Densely furred paths of heaver-dyed mouton lamb from neck to hem. Inverted pleat in back. Rayon lined, interlined. 36 inches long. Sizes 10, 12, 14, 16, 18, 20; scale page 24. Ship. wt. ea. 4 lbs. 14 oz.

* 17 G 3612-Black	49.98
* 17 G 3613-Dark brown	49.98
* 7 G 3614-Winter white (light gray)	49.98
* 17 G 3615-Medium green	49.98



\$19 98 cash, \$5 monthly on Easy Terms

THE DRESSY SHORTCOAT in soft draping all wool calls attention to its smart lines with nice ropey rayon braid. The Sears-smart tailoring, the fine finish gives it a quality look. Rayon lined, warmly interlined. 36 inches long. Sizes 10, 12, 14, 16, 18, 20; scale, page 24. State size. Shpg. wt. ea. 4 lbs. 7 oz.

† 17 G 3616-Black	19 98
† 17 G 3617-Dark brown	19 98
† 17 G 3618-Winter white (light gray)	19 98
† 17 G 3619-Wine red	19 98

\$22 98 cash, \$5 monthly on Easy Terms

THE GLITTER COAT in soft-draping all wool is showered with nailheads, its fullness smartly caught in with a belt. Has everything that's new in fashion. Rayon lined, interlined. 33 inches long. Sizes 10, 12, 14, 16, 18, 20; see size scale, page 24. Please state size. Shipping weight each 4 lbs. 6 oz.

† 17 G 3620-Black	22 98
† 17 G 3621-Royal (bright blue)	22 98
† 17 G 3622-Winter white (light gray)	22 98
† 17 G 3623-Wine red	22 98

\$24.98 cash, \$5 monthly on Easy Terms

THE DOUBLE BREASTED COAT in fluffy woven wool fleece notches wide-spread lapels, deepens armholes smartly. Waistline tucked all-around. Inverted pleat in back 36 in. long. Rayon lined interlined. Sizes 10, 12, 14, 16, 18, 20; scale page 24. State size. Shpg. wt. each 4 lbs. 12 oz.

† 17 G 3624-Black	24 98
† 17 G 3625-Dark brown	24 98
† 17 G 3626-Winter white (light gray)	24 98
† 17 G 3627-Kelly (bright green)	24 98

Numbers marked † shipped from Philadelphia or Kansas City. Order pay postage from Sears nearest mail order house.

ALL PAGE 27. COATS

Kerrybrooke
FASHIONS

SUN OR SHOWER
coats, as smartly styled
as the newest dresscoats
with new shoulder,
sleeve and neckline
treatments. Full-
cut and sturdily
tailored in the most
supple of fabrics,
specially treated to
resist wind and rain

Your coat, like all Sears fashions
may be bought on Easy Payment
Terms. Purchasing it that way you
can buy better quality... budget the
difference in cost over months. Good
clothes last longer look better cost
less for upkeep. Buy the best
use Sears Easy Payment Plan. See
the inside back cover for details

Catalog numbers marked * shipped
from Philadelphia or from Kansas
City Order and pay postage only
from Sears nearest mail order house.



\$17.98 Rayon gabardine

THE DRESSMAKER COAT in choice of three excellent
water-repellent fabrics, wing-deep armholes, fashion-
able belted look. Convertible collar, short-waist ad-
justable button cuffs. Sizes 10, 12, 14, 16, 18, 20
see scale, page 24. State size. Shpg. wt. ea. 2 lbs. 11 oz.

Rayon gabardine—sturdy, top-fashion fabric

* 17 G 4824—Medium tan	* 17 G 4825—Black
* 17 G 4826—Medium blue	Each 17 98

Fine-woven twill—illustrated. Smart shimmering
finished rayon and cotton, wears beautifully

* 17 G 4827—Medium tan	* 17 G 4828—Black
* 17 G 4829—Medium blue	Each 14 98

Rayon faille—rich-textured, very new looking

* 17 G 4830—Medium tan	* 17 G 4831—Black
* 17 G 4832—Medium blue	Each 10 98

\$17.98 Rayon gabardine

THE NIGHTSHIRT COAT, fashion's newest delight, has
a little tab collar, four transparent buttons on a front
band, fly front closing from there on down. Full blown
sleeves button at wrist. Sizes 10, 12, 14, 16, 18, 20
see scale, page 24. State size. Shpg. wt. each 2 lbs. 8 oz.

Rayon gabardine—sturdy, top-fashion fabric

* 17 G 4833—Medium tan	* 17 G 4834—Black
* 17 G 4835—Navy blue	Each 17 98

Fine-woven twill—illustrated. Smart shimmering
finished rayon and cotton, wears beautifully

* 17 G 4836—Medium tan	* 17 G 4837—Black
* 17 G 4838—Navy blue	Each 14 98

Rayon faille—rich-textured, very new looking

* 17 G 4839—Medium tan	* 17 G 4840—Black
* 17 G 4841—Navy blue	Each 10 98



\$6 98 *lined*

FLY-FRONT RAINCOAT, nice and boxy, is smartly tailored in heavy water-repellent cotton gabardine. Your pet boy style with a collar that converts easily, deep carry-all pockets, one pretend pocket. Storm tab above hem. Plenty of precise stitching finish. $\frac{3}{4}$ length. *Sizes* 10, 12, 14, 16, 18, 20; size scale, page 24. *State size*

Lined - Shipping weight 2 lbs. 14 oz.

• 17 G 4843-Medium tan with colorful rayon and cotton plaid lining \$ 98

Unlined - Shipping weight 2 lbs. 2 oz.

• 17 G 4844-Medium tan 4 98

\$7 98

THE HOLLYWOOD COAT with attractive swag-gery collar is a big value at this Sears low price. Wonderfully styled with a fashionable proud shouldered buttoned yoke, a wide belt to nip your waistline. Deep pockets are cleverly pleated, softly draped. Roomy armholes designed for comfort and over-suit wear. Generously cut, handsomely finished in sturdy dependable cotton gabardine that is water-repellent. *Sizes* 10, 12, 14, 16, 18, 20; size scale, page 24. *State size*. Shipping wt. 2 lbs. 10 oz.

• 17 G 4845-Medium tan 7 98

\$11 98

WOMEN'S SPECIAL, a fashion-wise coat smartly adapted for large sizes. Nice collarline is easily convertible. Deep sleeves with suit-accommodating armholes. There's a long tie belt to hold it close and snug about you and clever button tabs on sleeves. Cut full, strongly stitched for long hard wear in rain-resistant cotton poplin. *Sizes* 34, 36, 38, 40, 42, 44; size scale, page 36. *Please state size*. Shipping weight each 3 pounds 2 ounces.

• 17 G 4846-Med. tan . . . 17 G 4847-Black
• 17 G 4848-Navy blue . . . Each . . . 11 98

(2) also numbers marked • are shipped from Philadelphia or Kansas City. Order and pay post age only from Sears nearest mail order house. See inside back cover for Sears Easy Terms.

ALL PAGE 29 - COATS



JUNIORS . . these are the coats of the year . . all rounded softness above a sleekly belted middle, gentle skirt swinginess below They're Kerrybrooke quality with fashion-touches of genius in the fur, noilhood and embroidery decorations

\$49 98 cash \$5 monthly in Easy Terms

A. Heather Dye-Motion Lambskin coat of suede with a wide waistline of fur. Fashion pockets with pockets below waist. Panel waist. Knap lined warmly interlined. Size 14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000-1001-1002-1003-1004-1005-1006-1007-1008-1009-1010-1011-1012-1013-1014-1015-1016-1017-1018-1019-1020-1021-1022-1023-1024-1025-1026-1027-1028-1029-1030-1031-1032-1033-1034-1035-1036-1037-1038-1039-1040-1041-1042-1043-1044-1045-1046-1047-1048-1049-1050-1051-1052-1053-1054-1055-1056-1057-1058-1059-1060-1061-1062-1063-1064-1065-1066-1067-1068-1069-1070-1071-1072-1073-1074-1075-1076-1077-1078-1079-1080-1081-1082-1083-1084-1085-1086-1087-1088-1089-1090-1091-1092-1093-1094-1095-1096-1097-1098-1099-1100-1101-1102-1103-1104-1105-1106-1107-1108-1109-1110-1111-1112-1113-1114-1115-1116-1117-1118-1119-1120-1121-1122-1123-1124-1125-1126-1127-1128-1129-1130-1131-1132-1133-1134-1135-1136-1137-1138-1139-1140-1141-1142-1143-1144-1145-1146-1147-1148-1149-1150-1151-1152-1153-1154-1155-1156-1157-1158-1159-1160-1161-1162-1163-1164-1165-1166-1167-1168-1169-1170-1171-1172-1173-1174-1175-1176-1177-1178-1179-1180-1181-1182-1183-1184-1185-1186-1187-1188-1189-1190-1191-1192-1193-1194-1195-1196-1197-1198-1199-1200-1201-1202-1203-1204-1205-1206-1207-1208-1209-1210-1211-1212-1213-1214-1215-1216-1217-1218-1219-1220-1221-1222-1223-1224-1225-1226-1227-12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If bust is	30	32	33	35	36
Coat length	39-40	41	42	42	42



A 319-26



86 5 9 98



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COATS

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\$17 G 4465-Med. green	\$17 G 4469-Med. green
\$5.00 monthly on Easy Terms. Each, Cash 24.98	\$5.00 monthly on Easy Terms. Each, Cash 19.98

C THE YOUNG CHESTERFIELD has wide-flung lapels, is cinched in soft flattering rayon velvet. Smooth-shouldered, cut to slip easily over suits. Vent pleat back. Rayon lined, warmly interlined. Sizes 34 36 38 40 42 44 46 48 50 52, size scale on page 36. State size. Shipping weight each 5 lbs. 4 oz. Our Best Quality in a rich suede-soft all wool. Our Fine Quality in a nice suede-soft all wool.

\$17 G 4470-Black	\$17 G 4474-Black
\$17 G 4471-Dk. brown	\$17 G 4475-Dk. brown
\$17 G 4472-Med. blue	\$17 G 4476-Med. blue
\$17 G 4473-Med. green	\$17 G 4477-Med. green
\$5.00 monthly on Easy Terms. Each, Cash 24.98	\$5.00 monthly on Easy Terms. Each, Cash 19.98

Catalog numbers marked # shipped from Philadelphia or Kansas City. Order pay postage from Sears nearest mail order house. Easy Terms available . . see inside back cover for full details.



Our Best Quality
\$26.98



Our Best Quality
\$26.98

Kerrybrooke
FASHIONS

THE FUR LOOK
OR LUXURIOUS EMBROIDERY
make something special of
women's Kerrybrooke dressy
coats. In warm fabrics with warm
interlinings, fine rayon linings
... Sizes 34 to 52.

A THE CURRY COAT in fabrics that mimic fur, is styled like a fur coat, gives you the feeling of owning one without having to pay a fabulous price. Swagger but too high collar opens into daring revers. Beautifully tailored and finished with flowing sleeves, swingy hem line. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. *State size*

Our Best Quality—fabric looks like Persian Lamb—with lively gloss, tight curl. Warm, deep-piled all wool face and cotton back (72% face, 28% back). A fine value. \$17 G 4478—Black. Shpg. wt. 6 lbs. 16 oz. Cash 29 98

Our Good Quality, fabric that looks like Persian Lamb with all wool face, cotton back (68% face, 32% back). \$17 G 4479—Black. Shpg. wt. 6 lbs. 8 oz. Cash 24 98

Fabric that resembles *Hudson Seal* (swatch), with lively luster, velvety texture, has finger-deep pile, rayon face cotton back (70% face, 30% back). Very smart looking. \$17 G 4480—Black. Shpg. wt. 6 lbs. 12 oz. Cash 22 98

B THE SLIM-FITTED COAT comes in a suede-soft all wool with lovely texture, precious warmth. Solidly rounded collar is youthful, flattering. Fashionable rocco embroidery is used with a lavish hand to enhance smart shoulders. Coat follows figure in slimming lines with sleek tucks at waistline. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. *State size*. Shpg. wt. 4 lbs. 14 oz.

\$17 G 4484—Black \$17 G 4485—Medium blue
\$17 G 4486—Medium green Each ... 29 98

C THE TWIN-BUTTON COAT superbly tailored in suede-soft all wool has embroidery sparked with jet-like centers adorning a tapering flange. Tautly buttoned for a sleek waistline, flared below. Sizes 34, 36, 38, 40, 42, 44, 46, 48, 50, 52. *State size*. Shpg. wt. 4 lbs. 14 oz.

\$17 G 4481—Black \$17 G 4482—Medium blue
\$17 G 4483—Dark brown Each ... 35.00

Size Scale for Women's and Larger Women's Coats

Order size:	34	36	38	40	42	44	46	48	50	52
If bus. in.	36	38	40	42	44	46	48	50	52	54
If hips are	38½	40½	42½	44½	46½	48½	50½	52½	54½	56½
Fitted coat length	43	43½	44	44½	45	45½	45¾	46	46½	47½

Loose fitting coats (un shown) 1 inch shorter for loose fitting coats.
State size and measure. Make no allowance for even or odd one inch variation from scale. Do not measure hips for body coats.

Numbers marked † shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Coats above are \$5.00 monthly on Easy Terms... see the inside back cover for details.

36. SEARS, ROEBUCK AND CO. ALL



Fabric looks like Hudson Seal
\$22.98

A Best Quality
\$29.98



Q \$29.98



Q \$35.00

ALL PAGE 37.. COATS

abric 100%
lino Hudson
Sed.
\$22.98

Kerrybrooke
FASHIONS

Beaver dyed Mouton Lamb...

plastic-processed . every hair treated to improve its appearance, make it water and spot resistant. Silky, supple with the soft-handle that produces super smart styling

enduring color . . the silvery shadows and lush, velvety deep brown color you admire so in expensive, fashionable beaver is expertly dyed to stay that way

reinforced . . skilled furriers use the most modern methods in making these exceptional coats, concentrating on figure-flattering line as well as hardy construction.

full-furred pelts all over the coat under arms, at sides and in the back there is no stinting anywhere . . since it's Sears policy to give you more value for your money.

• this is the revolutionary new fur that went to war and came back a top-fashion favorite. This is the fur that proved so hardy, the U. S. Government used it for aviators' suits. It stayed soft and silky, dense-furred and super warm through the severest tests of wear and weather; time and temperature. This is the fur with the same sheen, the same luxuriant brown coloring of expensive beaver . . but with none of beaver's upkeep headaches. No wonder it's called the Miracle Fur, for not only do you buy beauty but practicality when you buy a Sears Beaver-dyed Mouton Lamb coat

a down payment plus small monthly payments . . and a Sears fur coat is yours. No reason why every woman in America can't own a glamorous fur coat at Sears exceptionally liberal Easy Terms . . see inside back cover for complete details.

you can see these lovely Mouton Lamb coats in your Sears Order Office. See for yourself their handsome styling, luxurious quality, superior construction.

satisfaction guaranteed at Sears-Roebuck or your money will be refunded.



style no. 1 . . three-quarter "stroller" length, opposite page.

style no. 2 . . the seven-eighth length, shown on page 40.

style no. 3 . . full-length, shown and described on page 41.

See the fur coats that have everything



style no. 1

Stroller length

in the new plastic-processed

Beaver-dyed Mouton Lamb

\$125.00 plus tax

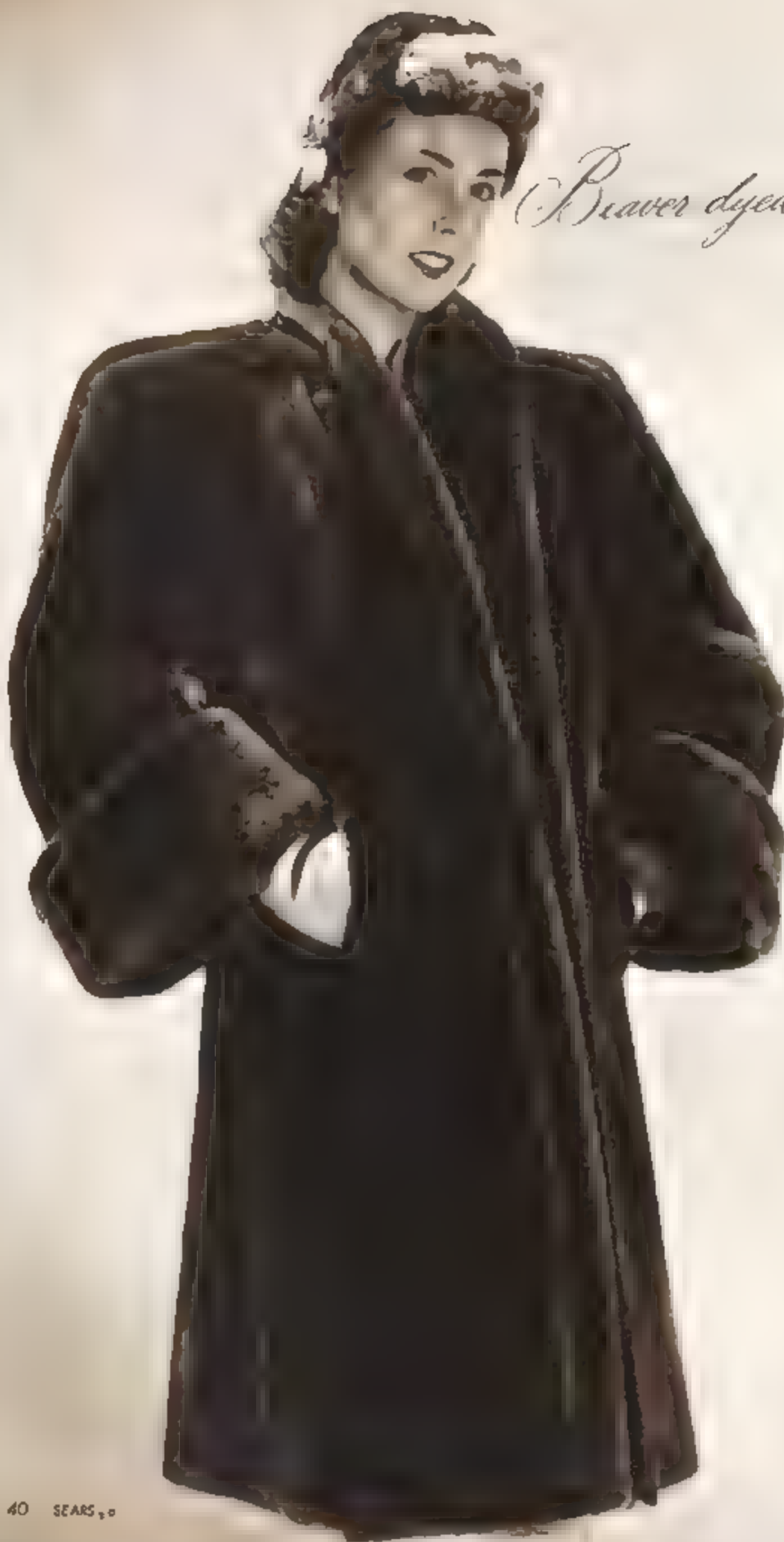
For \$25.00 extra cash price \$150.00
\$51.90 down, \$10.00 monthly on Easy Terms

The Tuxedo Coat, the coat of the year is a swingy 36-inch coat with the new full sleeves, softly and deeply draped from beneath a smart smoothed out shoulder line. Cardigan necked with wing lapels that button high when cold winds blow. Fine rayon lining, armshields, wind shields. Sizes 10, 12, 14, 16, 18, 20 scale, page 48 State size Shpg wt 8 lbs 84G0400E - Beaverbrown Cash \$125.00 Plus 20% Federal excise Tax = 25.00 Total cash price 150.00 Turn to the front cover of this catalog for illustration of this coat in full color This fur coat shipped from Chicago

Kerrybrooke
FASHIONS

◆◆ Details of this lovely fur on opposite page

◆ PAGE 39 . . FUR COATS



Beaver dyed Mouton Lamb

style no. 2

seven-eighth length in

the new plastic-processed

Beaver-dyed Mouton Lamb

\$100.00 plus tax

Tax \$21.80; total cash price \$120.80
\$45.00 down, \$9.00 monthly on Easy Terms

A Tuxedo Coat, 38 inches of soft, sumptuous fur, falls in swashbuckling swing from well set saddle shoulders. Big-cuffed and big-sleeved for fashion's newest silhouette. Wing collar neckline is convertible. Fine rayon lining; cape slings. Armholes, windshields. Sizes 10, 12, 14, 16, 18, 20, scale, page 48. State size. Shop wt. 9 lbs. \$4 G OMOE—Beaver brows... 109.00
Plus 20% Federal Excise Tax. 21.90
Total cash price 130.80
This fur coat shipped from Chicago

Kerrybrooke
and Fine Fur Coat
FASHIONS

◆◆ Details of this lovely fur on page 38

Lamb the fur coats that have everything



style no. 3

full length coat
in the new plastic-processed
Beaver-dyed Mouton Lamb

\$125.00 plus tax
Tax \$25.00, total cash price \$150.00
\$51.50 down, \$30.00 monthly on Easy Terms

The fabulous look and feel of silvery shadowed beaver, in a tuxedo coat that envelopes you completely, luxuriously. Deep-crease sleeves are wide and softly draped. Rounded cardigan neckline is neatly convertible. Fine shirring below shoulders in front, shirred yoke in back. Rayon lining, cape slings. Air shields and windshields. Sizes 12, 14, 16, 18, 20; size scale on page 48. Please state size. Shipping weight 9 pounds.

84 G 0402E-Beaver brown ..	125.00
Plus 20% Federal Excise Tax ..	25.00
Total cash price	150.00

This fur coat shipped from Chicago.



◆◆ Details of this lovely fur on page 38

n
Lamb
Price \$125.00
on Easy Terms
Free of all
workbooks
to shoulder
ed for look
ing cordant
Fine ray
Armshirts
4, 16, 18, 20
egg. wt. 9 lb.
1, ..., 109.00
Tax 25.00
125.00
in Chicago
ke
s
on page 38



northern muskrat..

one of the most desirable of furs
mink-blended by Hollander
for the free-swinging tuxedo
with saddle shoulders sitting
pretty on it. Only the center
back of the pelt is used
the silkiest, most densely
furled, the longest wearing
choose it for
beauty, warmth, service
Kerrybrooke quality workmanship

\$299.00 plus tax

Tax \$59.80 total cash price \$358.80
\$123.50 down \$24.50 monthly on Easy Terms

A new-season look clearly shows in its
deep, deep cuffs, wing revers that close
up high for greater warmth. Armshields,
windshields, lovely quality rayon lining.
Sizes 12, 14, 16, 18, 20. size scale on
page 48. State size. Shpg. wt. 8 lbs.
#74 G 0403E-Mink brown. . 299.00
Plus 20% Federal Excise Tax. 59.80
Total cash price 358.80
Catalog numbers marked & shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house

Kerrybrooke
FASHIONS



ballooning sleeves . .

*newest fashion flash captured
in a magnificent fur,
Hollander Mink-blended Northern
Muskrat All choice back pelts
full-furred and silky,
with the radiance and hardness
you love Crafted with care
by our talented furriers
so it deserves our famous
Kerrybrooke label of quality
Low priced at only*

\$299.00 plus tax

Tax \$50.80 , total cash price \$358.80
\$123.50 down, \$27.50 monthly on Easy Terms

Wing tuxedo coat artfully designed with
flowing fullness, beautifully balanced
flange shoulders, Armshields and wind-
shields, fine quality rayon lining. Sizes
12, 14, 16, 18, 20, size scale on page
48 Please state size Shpg wt. 8 lbs
#74 G O-04E-Mink brown .. 299.00
Plus 20% Federal Excise Tax 59.80
Total cash price 358.80
Catalog numbers marked & shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house

Kerrybrooke
THE FUR PLACE
FASHIONS



silvermist muskrat

A glamorous blue-grey
frosted with silver that follows
the smart new trend toward
paler furs... wonderfully flattening,
beautifully caught here
in warm, hardy Northern
Flank Muskrat, blended by Superior
to bring out the best
in fresh, fur-lavished skins
The fine making that is
quality-labeled Kerrybrooke

2222.00 plus tax

Tax \$59.80; total cash price \$358.80
\$22.50 down, \$22.50 monthly on Easy Terms

Tuxedo Coat of great beauty with won-
derful new flange shoulders, capious
cuffs, deep oversuit armholes. Fine rayon
lining, protective armshields, windshields.
Sizes 12, 14, 16, 18, 20; size scale.
page 48. Style size Shpg. wt. 8 lbs.
#74 G Q405E—Silver Mist-grey 200.00
Plus 20% Federal Excise Tax. 59.80
Total cash price..... 358.80

Catalog numbers marked & shipped from
Philadelphia. Order, pay postage from
Sears nearest mail order house. For
Sears Easy Terms, see inside back cover

Kerrybrooke
FASHIONS



flange-shoulder muskrat

you've seen the new shoulder-
 stressing trend in cloth coats,
 but have you seen it in furs?
 Leave it to Sears to demand
 the technique that puts the
 prettiest set of shoulders on a
 warm, durable Southern
 Back Muskrat, Hollander-dyed
 the rich mellow brown of
 choice sable. Expertly handled,
 low priced for this fine quality

\$229.00 plus tax

Fee \$43.80, total cash price \$274.80
 \$94.90 down, \$17.50 monthly on Easy Terms

A Wing-Collared Tuxedo style with full
 swaggery swing, the wide sleeves and
 deep cuffs so smart this year. Rich rayon
 lining, armshields, windshields. Sizes
 10, 12, 14, 16, 18, 20; see size scale,
 page 48. State size. Ship. wt 8 lbs.
 # 74 G 0406E-Sable brown 229.00
 Plus 20% Federal Excise Tax. 45.80
 Total cash price 274.80
 Catalog numbers marked & shipped
 from Philadelphia. Order, pay postage
 from Sears nearest mail order house.
 Nat-78 G 6035 order from page 164

Kerrybrooke
 FASHIONS



**Furs of great beauty
in fashion-favored styles**

becoming black on this page

smart gray on opposite page

they're meant to top anything you own

\$129.00 plus \$25.00 tax, total cash \$154.00
\$17.50 down, \$10.00 monthly on Easy Terms

DYED SKUNK - a beautiful glistening black. Col-
lar rolls softly, sleeves are newly wide. Durable,
fur-abundant skins mounted on narrow tapes
for that marvelous nape-roll, easy buttonless line.
Rayon lining. Sizes 12, 14, 16, 18, 20 and 38-40
size scales, page 48. State size. Shpg. wt. 7 lbs.
#74G0407E-Black. \$129.00

Plus 20% Federal Excise Tax. 25.00
Total cash price. \$154.00

\$125.00 plus \$25.00 tax, total cash \$150.00
\$17.50 down, \$10.00 monthly on Easy Terms

DYED RUSSIAN PONY . . a durable fur, richly main-
tened and Holland-dyed a deep black with
great life and luster. Swaggering coat with gen-
uine fur collar, newly flange-sleeved, saddle-stitch-
dressed. Rayon lining. Sizes 12, 14, 16, 18, 20 and
38, 40, 42, 44, scales, page 48. State size.
#74G0408E-Black Shpg. wt. 7 lbs. \$125.00

Plus 20% Federal Excise Tax. 25.00
Total cash price. \$150.00

Catalog numbers marked & shipped from Philadelphia. Order and pay postage from Sears nearest
mail order house. Sears Easy Terms are available. See inside back cover for complete details.

of skin, total cash price \$100
on Easy Terms
beautifully
shading from light
to dark. Made for long
wearing. Size 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. Shipping weight
plus tax



***139.00** plus \$27.80 tax; total cash price \$166.80
\$37.50 down; \$11.00 monthly on Easy Terms

DYED SOUTH AMERICAN LAMB... beautifully marked, clear gray skins with just the proper shading from light to dark. A tuxedo style that's nice and swingy. Made for long wear, smartly fashioned with grand-gesture cuffs, smart new saddle-shoulders. Rayon lined. 30-inch length. Sizes 12, 14, 16, 18, 20; size scale, page 48. State size. Shipping weight 9 pounds.
#74 G 0400E-Gray..... 139.00
Plus 20% Federal Excise Tax..... 27.80
Total cash price..... 166.80

***179.00** plus \$35.80 tax; total cash price \$214.80
\$71.00 down; \$14.00 monthly on Easy Terms

GAY PERSIAN PAW... at its richest and dressiest, in this wear-with-everything color. Tuxedo style with luxurious swing, deeply cuffed sleeves, the new squared-off shoulders with wide raglan armholes. Rayon lining. Carefully matched durable skins, sturdy construction. Sizes 12, 14, 16, 18, 20; size scale, page 48. Please state size. Shpg. wt. 10 lbs.
#74 G 0410E-Gray..... 179.00
Plus 20% Federal Excise Tax..... 35.80
Total cash price..... 214.80



Catalog numbers marked # are shipped from Philadelphia. Order and pay postage only from Sears nearest mail order house. It's easy to open a Sears Easy Payment Account. See inside back cover for complete information on Easy Terms.

CATALOG PAGE 47... FUR COATS



48 . SEARS, ROEBUCK AND CO. CHICAGO

Hollander-blended quick-change coney

Want a fur fashion to wear
two ways—for the price of one?
One style fits close and worn
over dressy dresses . . . the other
swings free and clear of suits.
Both are cleverly built into
this coney tuxedo, finger deep
in fur, blended by Hollander
to resemble costly sable.

\$75.00 plus tax

Tax \$15.00, total cash price \$90.00
\$31.00 down, \$6.00 monthly on Sears Easy Terms

Ribbons of rayon satin lining material do
the quick-change act from swagger to
beautifully fitted coat by tying in lightly
about your waistline. See the fashion
saddle shoulders, wing cardigan neck,
line and the important new cuffs. Sizes
12, 14, 16, 18, 20, size scale, page 48.
State size. Shipping weight 8 pounds.
#74G041E—Sable brown . . . 75.00
Plus 20% Federal Excise Tax . . . 15.00
Total cash price . . . 90.00

Catalog numbers marked & shipped from
Philadelphia. Order and pay postage
from Sears nearest mail order house.
Mat-78 G 0025 . . . order from page 103

Misses' Size Scale

Order size:	10	12	14	16	18	20
If hips are:	34	35	36 1/2	38	39 1/2	41
If waist is:	24	25 1/2	27	28 1/2	30	32
If bust is:	31	32 1/2	34	35 1/2	37	39

Women's Size Scale

Order size:	36	40	42	44
If hips are:	42 1/2	44 1/2	46 1/2	48 1/2
If waist is:	34	36	38	40
If bust is:	40	42	44	46

Kerrybrooke
FASHIONS



\$88.00 plus tax

\$37.00 down, \$7.00 monthly on Sears
Easy Terms. Rich drapes, richness of color,
new fully draped
shoulders, new fully draped
saddle shoulders, rayon lining. Sizes
12, 14, 16, 18, 20, size scale, page 48. Please state size. Ship. wt. 8 lbs.
Silver blue-dyed Sheared
smoother striped dark over
#74G0413E—Silver blue
Plus 20% Federal Excise Tax
Total cash price . . . 90.00
Shipped from Philadelphia. Order, pay &

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6 36 42
8 36 42
10 36 42
12 36 42

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rooke
BOWS



sheared californian coney **\$89.00** each, plus tax
Tax \$17.80, total cash price \$106.80 . . . \$37.00 down, \$7.00 monthly on Easy Terms

California coney, noted for their soft drape, richness of color, lapin-look, made into stunning coats with flange shoulders, new fully draped parachute sleeves, caught tight at your wrists. Armshields, rayon lining. Sizes 10, 12, 14, 16, 18, 20; see size scale on page 48. Please state size. Ship. wt. each 8 lbs.

Summer Ermine-dyed Sheared Coney—rich toned, delicately dark-striped.	Silver blue-dyed Sheared Coney—smartly striped dark over light
#74G0412E—Honey beige . . . 89.00	#74G0413E—Silver blue . . . 89.00
Plus 20% Federal Excise Tax . . . 17.80	Plus 20% Federal Excise Tax . . . 17.80
Total cash price 106.80	Total cash price 106.80

mink-dyed coney **\$79.00** plus tax
Tax \$15.80, total cash price \$94.80 . . . \$32 down, \$6.00 monthly on Easy Terms

Swingy Stroller, coney dyed in the softer, lighter brown of expensive wild mink, the shade all the leading fashion magazines feature. Full-furred and luxurious with its gathered shoulders, new pouch sleeves ballooning out from tight wrists, and a back that's generously flared. Rayon lining. 36 inches long, a talked-about length this year, ideal for over-suits as well as your dressiest dresses. A low price for this quality. Sizes 10, 12, 14, 16, 18, 20, scale, page 48. State size.

#74 G 0414E—Mink brown-dyed coney. Shipping weight 8 lbs.	79.00
Plus 20% Federal Excise tax	15.80
Total cash price	94.80

Catalog numbers marked & shipped from Philadelphia. Order, pay postage from Sears nearest mail order house.



Sears lowest prices for coney furs

Sears Roebuck's skilled buyers
bought a superb catch of Coneys
to give you a bargain like this.
And they give you these
value extras: top-fashion styling,
expert handling, hardy full-furred
skins. Isn't it typical of us to give
you such value for your money?

\$49.00 plus tax

Tax \$0.80, total cash price \$58.80

\$20.50 down, \$5.00 monthly on Easy Terms

The Tuxedo Coat, classic year-in-and-out style, in popular, good quality coney, dyed the soft mellow brown of costly sable. Wonderful easy lines, fine tailoring that features new deep cuffs, a shawl collar that buttons high for super warmth. Armshields, wind-shields, nice rayon lining. Sizes 12, 14, 16, 18, 20, and 38, 40, 42, 44, size scales, page 48. State size. Shipping weight 8 pounds.
#74 G 0415E-Sable brown \$49.00
Plus 20% Federal Excise Tax 0.80
Total cash price \$58.80

Catalog numbers marked # shipped from Philadelphia. Order and pay postage from Sears nearest mail order house.

Kerrybrooke
FASHIONS



\$69.00

\$29.50 down, \$5.00 monthly on Easy

in the big-news s

with plenty of fashionable swing. S

by Imperial, beautiful best

Plus 20% Federal Excise T

Total cash price

37.00 down, 7.00 monthly, E

shipped from Philadelphia. Order, pay